

## CLAIMS

We claim:

1. A marketing system that matches a customer profile to marketing offers, the marketing system comprising:
  - a database including a customer profile containing information related to a customer's interests in products and services;
  - a database including a plurality of marketing offers related to products and services; and
  - a server for executing a program operable to match a selected offer of the plurality of marketing offers to the customer profile.
2. The system of claim 1 further wherein the program is operable to present marketing offers to each customer, based on the results of the matching agent.
3. The system of claim 1 wherein the marketing offers are located on a plurality of distributed databases, the database in communication through a communications network.
4. The system of claim 3 wherein the plurality of databases are located on-site at a company originating at least one of the marketing offers.
5. The system of claim 1 wherein the databases are directly coupled to the server.
6. The system of claim 1 further including a client computer in communication with the server via a communications network.
7. The system of claim 6 wherein the client computer includes an applet received from the server.

8. The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.
9. The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.
10. The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the selected offer.
11. A marketing method for matching a plurality of company offers with a plurality of customer profiles, the method comprising evaluating the plurality of offers and the customer profiles and matching a selected offer to a selected customer profile.
12. The method of claim 11 further including communicating the selected offer to the customer.
13. The method of claim 11 wherein the selected offer is communicated to a client computer via a computer network.
14. The method of claim 12 further including fulfilling the selected offer with its corresponding company wherein the step of fulfilling uses at least a portion of the customer profile.
15. The method of claim 11 wherein the customer profile includes an identification of the customer and a preference of the customer.
16. A marketing method for matching a plurality of company offers with a plurality of customer profiles, the method comprising:
  - receiving the plurality of company offers, the offers including corresponding offer information;
  - receiving the plurality of customer profiles, the profiles including a customer identification and a customer preference; and

matching at least one of the plurality of company offers to a selected customer profiles, based on the customer preference.

17. The method of claim 16 further comprising communicating the at least one offer to a customer corresponding to the selected customer profile.

18. The method of claim 17 further comprising fulfilling the at least one offer, wherein the step of fulfilling uses at least a portion of the customer profile.

19. The method of claim 16 wherein the customer profile includes a mailing address.

20. A computer data signal embodied in a transmission medium, comprising a first code segment for soliciting a customer profile, the profile including a customer identification and a customer preference, and a second code segment for receiving a marketing offer from a company.